

IN THE CLAIMS:

Please cancel claims 1, 4-8, 10, 13 and 17-20 without prejudice. Please amend the remaining claims as follows, substituting any amended claim(s) for the corresponding pending claim(s):

Claim 1 (Canceled).

2. (Currently Amended) The merchandising system according to claim + 9, wherein the each tray includes a plurality of slots, a plurality of guides, or both selectively receiving a plurality of tray subdividers separating at least three zones on the respective tray.
3. (Currently Amended) The merchandising system according to claim + 9, wherein the tray zones are of unequal sizes.

Claims 4-8 (Canceled).

9. (Currently Amended) The A merchandising system according to claim 8, further comprising:

a center support member;

a plurality of trays each including one or more mounting supports for mounting the tray on the center support member within a vending machine, each tray adapted to be divided into a plurality of tray zones by one or more tray subdividers and each tray including at least one of a slot or a guide selectively receiving a tray subdivider separating one tray zone from another, including the at least one tray, each tray mounted on the center support member at one of a plurality of different levels, each tray adapted to be divided into a plurality of tray zones and including at least one of a slot or a guide selectively receiving a tray subdivider separating one tray zone from another; and

a plurality of vend doors each disposed proximate to an outer edge of one or more of the plurality of trays at a corresponding one of the plurality of different levels, including the vend door, each vend door associated with a different level and each vend door separately selectively movable between an open position and a closed position, wherein each vend door, when in the open position, permits access to only one tray zone on a corresponding tray at the corresponding level, a catch on a tray subdivider received by the corresponding tray controlling a distance that the respective vend door moves between the open and closed positions based upon a size of a tray zone positioned proximate to an edge of the respective vend door;

an enclosure having an opening within at least a sidewall, wherein each vend door is positioned over a portion of the opening when in the closed position;

a motor for rotating the center support member; and
controls that, when actuated, rotate the center support member to position a selected tray
zone proximate to the vend door for corresponding tray.

Claim 10 (Canceled).

11. (Currently Amended) The method according to claim 40 16, further comprising:
separating at least three zones on the tray with a plurality of tray subdividers selectively received by a plurality of slots, a plurality of guides, or both on the tray.

12. (Currently Amended) The method according to claim 40 16, further comprising:
separating the tray into tray zones of unequal sizes.

Claim 13 (Canceled).

14. (Currently Amended) The method according to claim 13 16, further comprising:

mounting a plurality of trays, including the at least one tray, on the center support member, wherein five trays are mounted at each level of nine levels spaced approximately five inches apart;

selectively rotating the center support member to position any selected tray zone on any of the plurality trays proximate to the vend door so that the selected tray zone is accessible when the vend door is in the open position; and

associating prices individually with each tray zone on each tray at each level.

15. (Currently Amended) The method according to claim 13 16, further comprising:

moving the vend door a first distance between the open and closed positions when a first tray zone is positioned proximate to the vend door; and

moving a second distance between the open and closed positions when a second tray zone is positioned proximate to the vend door.

16. (Currently Amended) The A method according to claim 13, further of operating a merchandising system comprising:

providing at least one tray including one or more mounting supports for mounting the tray on a center support member within a vending machine, the tray adapted for division into a plurality of tray zones, the tray having a periphery defined by a first portion having first and second ends and abutting the support along an entire length between the first and second ends when mounted, a second portion distal from the first portion, a third portion extending between the first end of the first portion and the second portion and a fourth portion extending between the second end of the first portion and the second portion; and

separating one tray zone from another with a radially askew tray subdivider extending from the first portion to the second portion;

mounting the at least one tray on the center support member;

selectively moving a vend door disposed proximate to an outer edge of the at least one tray between a closed position and an open position, wherein the vend door, when in the open position, permits access to only one tray zone; and

controlling a distance that the vend door moves between the open and closed positions based upon a tray subdivider defining a tray zone positioned proximate to an edge of the vend door.

Claims 17-20 (Canceled)